

JOB ANNOUNCEMENT

Organization: National Museum of Women in the Arts
Position: Communications and Marketing Manager
Department: Communications and Marketing

POSITION SUMMARY:

The Communications and Marketing Manager assists with plans to increase the museum's visibility by publicizing and promoting exhibitions, programs, events, and other museum initiatives to the media and other targeted audiences, based on strategies devised with the Director of Communications and Marketing. Additionally, the Manager will assist the director in liaising and monitoring relationships between the museum and its strategic marketing and public relations firms. The Manager will also contribute to the implementation of marketing and advertising plans, oversee content for the website press room, and manage administrative duties within the department, including the annual budget. This position reports to the Director of Communications and Marketing and has no direct reports. This is a full-time position with a competitive benefits package.

RESPONSIBILITIES:

Communications

- Research, write, edit, and distribute press releases, advisories, exhibition schedules, calendars, and other materials by establishing and tracking deadlines and soliciting and fact checking information from staff
- Respond to media inquiries, pitch stories, arrange interviews, and accompany and serve as primary contact with photographers and film crews
- Maintain, research, and segment media contacts, and send press materials from the Cision Communications Cloud media database
- Manage all aspects of exhibition press previews
- Organize and coordinate the distribution of images used by the department with the museum's digital asset management system
- Assist director on drafting talking points, quotes, and blog posts
- Update the website press room and SharePoint Communications and Marketing page
- Assist in the preparation of grant reports and proposals and board reports

Marketing

- Implement and measure success of exhibition and institutional advertising plans in conjunction with director and outside contractors
- Act as a project manager on select advertisements, signage, and collateral pieces
- Coordinate advertising discounts and promotions with staff
- Design, obtain quotes, direct printing, and distribute various museum materials
- Produce, deploy, and analyze visitor surveys
- Ensure brand consistency across departments

Social Media and Web:

- Assist with idea generation, development, and coordination of social media campaigns as a participant in the Social Media Working Group
- Serve as a point person for the annual #5WomenArtists campaign, including creating schedules, drafting copy, and spearheading outreach to cultural organizations
- Act as the departmental website point person with responsibilities including, but not limited to, reviewing content on department's web pages on designated schedule; inputting new/updated content; and creating event listings
- Serve as department's point person for technology platforms including, but not limited to, Asset Bank, Luminate, SharePoint, and all aspects of the Cision Communications Cloud
- Coordinate with Digital Engagement team to manage and maintain Google Grant

Perform related duties as required.

QUALIFICATIONS:

This position requires a Bachelor's degree in communications, marketing, museum studies, public relations, or a related field with five or more years of experience in a museum setting or cultural arts organization. The successful candidate will demonstrate the following skills/experience:

- Excellent written communication skills, including precise editing abilities
- Ability to manage multiple projects and priorities with high energy and strong problem-solving skills
- Experience working collaboratively within an organization and with outside vendors
- Strong administrative and business operations knowledge
- Advance knowledge of Cision Communications Cloud
- Excellent skills using a variety of software such as Microsoft Office Suite, particularly Excel, and Adobe Creative Suite, specifically Photoshop and InDesign

SALARY RANGE:

\$55,000–\$60,000 annually

Please submit applications by emailing cover letter and résumé to HR@nmwa.org. The National Museum of Women in the Arts is an equal opportunity employer. Applications must be submitted by Tuesday, June 18, 2019.

The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.